

#TikTok Meets the Latinx Community

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Introduction

- Tik Tok is a new (as of 2016) social media platform where users can upload up to sixty seconds of content.
- There are 689 million Tik Tok users in the world
- There are at least 64.4 millions users from Latin America which is a huge increase from January 2020 when there were only 15.8 million users.
- In the U.S., 1 in 5 Tik Tok users are adult Latinx.

Research Question

How is Tik Tok representing narratives about the Latinx community?



Research Method

- Scholarly and peer reviewed sources
- Online survey of 80 Latinx Tik Tok users in April 2021.

Ages

18-24	24-35
76	4

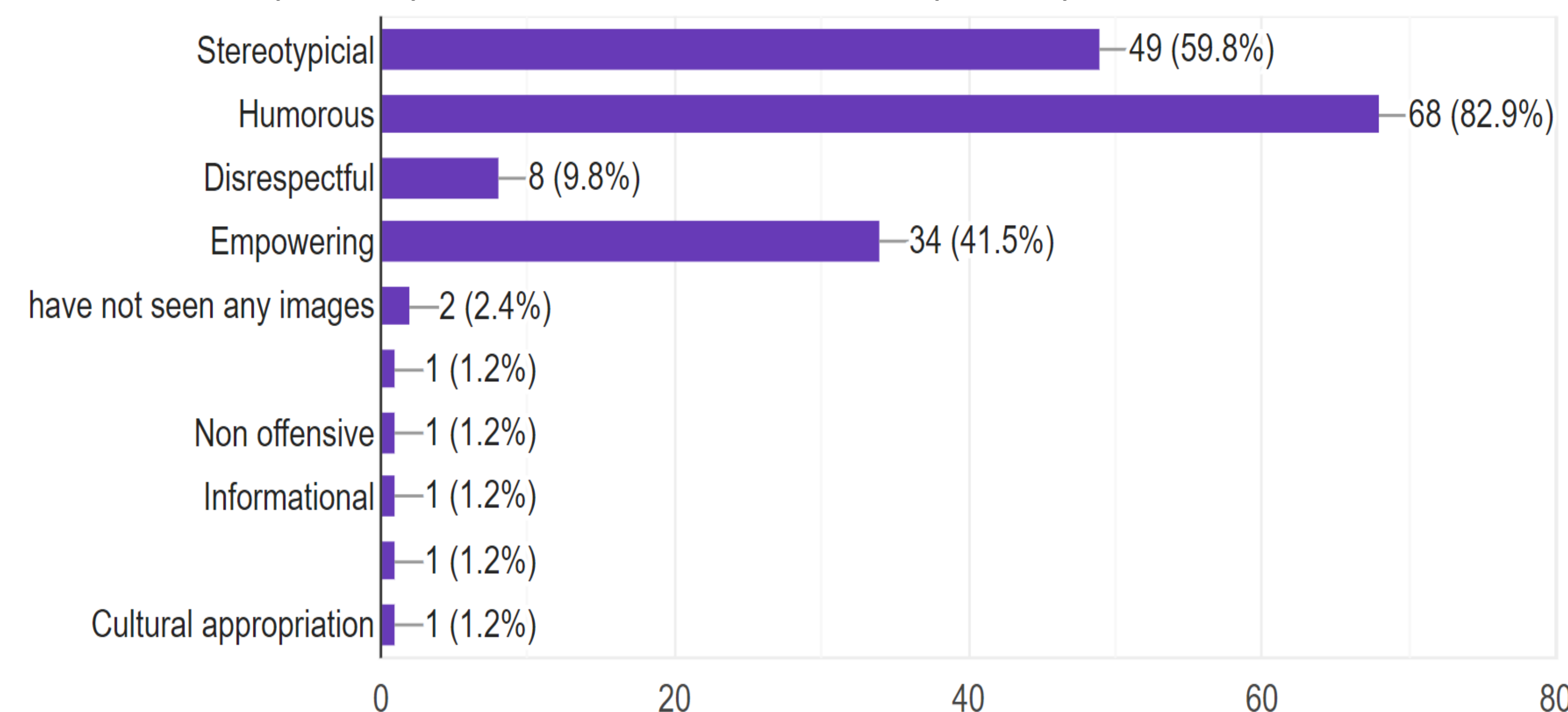
Gender Identification:

Female	Male	Non-binary
55	23	2

Results



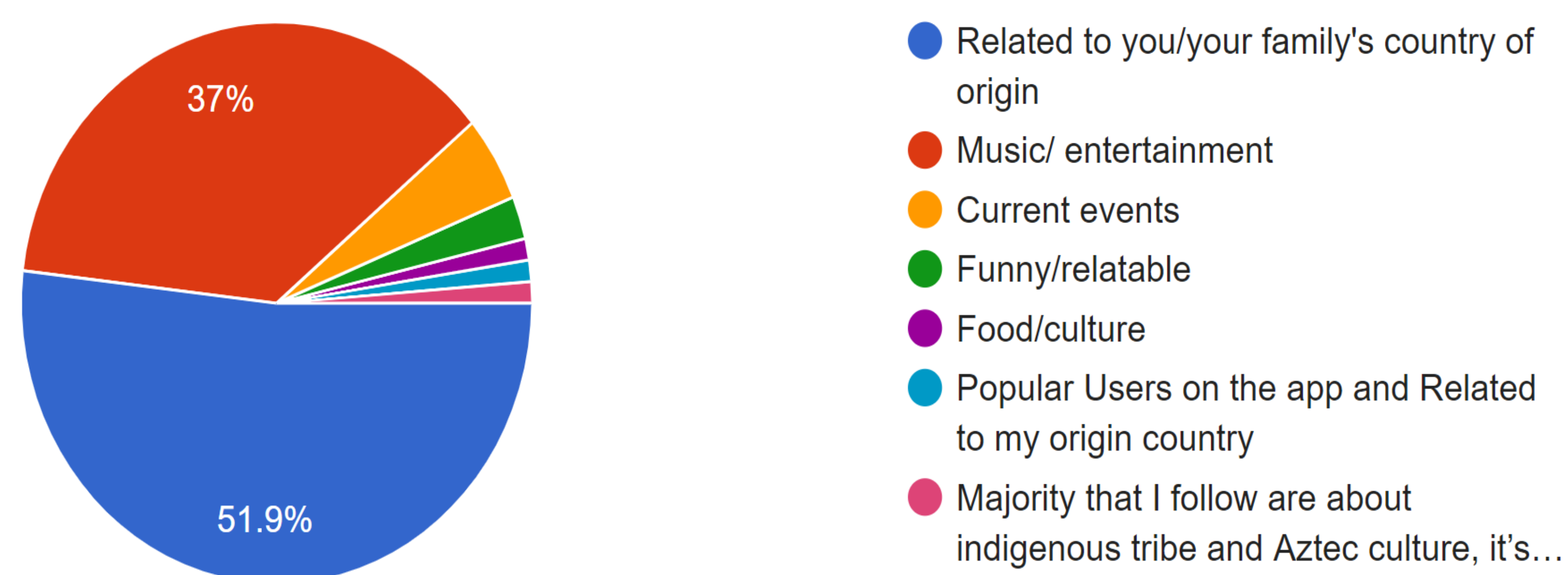
How would you describe images that Tik Tok portrays of the Latinx community that you have seen most frequently?



Are you concerned about the amount of personal information that Tik Tok can gather?

Yes	No	No opinion
51.2%	31.3%	17.5%

What is the main attraction for the Latinx communities you follow on TikTok?



Conclusion

- Often, we don't realize the actual harm stereotypes and media depictions imprint on us, and we must be careful and prepared for that.
- I was also very surprised how fast Tik Tok's algorithms knew all about me from being a Salvi daughter of immigrants, to my college major!
- Some these images have brought a sense of community.
- We shouldn't allow negative connotations because they are hurtful and false narratives that do not represent us being Latinx.
- This research has opened my mind to lessen the amount of time I spend not only on TikTok, but social media. It has pushed me to use my time of more productive use.

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